



# The Seven Powers of Networking and Leverage

Leverage refers to (1) the **action** of a lever pivoting about a point, (2) **influence** over other people, especially something that gives an **advantage** but is not referred to openly. While a lever itself is; (1) a **rigid** bar that pivots about a point fulcrum and is used to move or lift a load at one end by applying force to the other end, (2) a device, **tactic**, or situation that can be used to advantage.

## Embrace the Impact of Social Leverage

There are **five key principles** of leverage that can't be ignored:

1. Action
2. Influence
3. Advantage
4. Rigidity
5. Tactic

The **four secret benefits** of social leverage

1. You can multiply the power of your efforts-**Growth Accelerator**
2. You can manufacture success better- **Effective**
3. Focus your marketing methods-**Direct**
4. Identify and work with the BEST people-**Fun**

## Maximize the Three Components of Relationship Leverage

1. **Object** to be moved-referral or client
2. **Tool** used for leverage-referral source or networking partner
3. **Force or action**-The strategies and tactics that you supply

## Choose Brilliant Relationships to Leverage

1. **Assess** your networking needs and decide what types of people can fill the gaps
2. **Identify** your networking opportunities by characteristics
3. **Work** with people that you enjoy and that will enjoy you

## Create Golden Shepherd Success

1. **Identify** -Finding out who knows which association leaders
2. **Connect** -Apply personal networking tactics to targets
3. **Associate** -Make associations leaders appreciate and respect you in their world
4. **Partner** -Get them committed to work with you exclusively and specifically

## Learn Master Leadership Strategies

1. **Collaborate**-Review and create game plans with key network members
2. **Communicate**-Get them committed to your methods and style
3. **Encourage**-Plan winning incentives

## Action Steps to Create Networking Magic

1. Hold empowering team meetings
2. Transfer your value proposition by supercharging your marketing tools
3. Energize your result tracking

## Keep the Party Going

1. Always keep a regular **consistent** schedule future fun sessions with team and partners
2. Regularly **purge** and invite new members as needs change and grow
3. Take a look at your next goals and change based on **new vision and mission**

## About Coach Powell

### **“Don’t panic! We have everything you need to improve upon your winning track record!”**

Hi, my name is Marvin Powell, DC's #1 Small Business Growth Coach, Consultant and Advocate. I've been quoted in the Wall Street Journal and interviewed on both the Times and CEO magazines. I've also been a featured speaker for several national and regional conferences. Most recently, I realized that I've successfully dominated at least four pages of Google with all of my videos and articles.

I want you to know that no matter what happens to the business markets that you are in right now, you still have tremendous opportunity ahead of you. Your age doesn't matter, your previous successes don't matter.....not even your lack of academic preparation can hinder your success if you take what I have to say seriously.

You see less than a decade ago, I was an unknown entity in the larger business community. Basically, I had nothing going on! I'd just moved from a fifth floor walk-up in Queens NY to the DC Area. My then pregnant wife Kimberly and I moved into a basement apartment in Northern Virginia with just enough money to cover about two months rent and I was just starting a new job as a financial professional.

Here I was the sole income earner in a commissioned based job, a couple of paychecks from homelessness and a relative business un-known with a brand new baby on the way. If the stress of all of this wasn't enough, within two weeks of making it to our new digs, my daughter Kaihla was born almost three months prematurely!

I was literally freaking out when I remembered that I did have a few things going for me: #1-I was willing and able to work anyone under the table, #2-I had a loving and wonderful wife that believed in me in spite of our current situation and #3-I believed in myself and my abilities to help others to position themselves for better financial futures.

After many long hours and sleepless nights learning the new marketing tools available to me and designing systems to create brand awareness to local business leaders I looked up and realized, that I still needed to know how to do the one thing that's important to every professional everywhere. "That's right; I had to get out and network!" I couldn't think of any other useful affordable way to promote my business.

It seemed so simple! I started looking for meetings that were held by the chambers of commerce or local business associations. I must have handed out thousands of business cards in smoke filled rooms and various networking functions. I met hundreds of people for coffee and set up tons of sales meetings. Still, I wasn't having a lot of luck. I felt like a real failure until.....

One of my colleagues in the office suggested that I consider looking into her networking group Business Networking International (BNI). After I visited the first meeting I was hooked. I knew enough about business marketing to know that if you had the right relationships, you could make magic happen and I needed BNI to teach me how to build great business relationships. I had to get something going fast and I didn't have years to make it work! I was blessed to get accepted into a local chapter and the rest is history.

BNI has helped me learn the essential techniques of business networking and has helped me apply them in a way that has worked for me brilliantly. In just a few short years I have networked my way onto some of my area's most important boards and have had the pleasure of helping to put together quite a few successful networking groups and community organizations.

My coaching practice has taken off! And my life has been completely transformed. My wife and I now live in a beautiful home of our own in Centreville, VA. I am one of the area's most recognized community leaders and everything seems to be going my way.

I share all of this to let you know that I've been there. I've helped tons of business leaders just like you begin to make the necessary changes in their business to put them back on the track to higher success and I'm right here to help you.

My colleagues and I at Coach Powell Training and Development have put together some brilliant products and services for you to take advantage of while you move your entrepreneurial ventures forward.

Being more successful is not about working more hours. It's not about working harder.....it's about working smarter with your time and using leverage fiercely. When you know how to build brilliant relationships and then leverage them well (Don't worry, I will show you how) then you can control the speed of the business growth game for yourself. You can decide how much time you'll spend on everything because you'll always be able to find the right help when you need it.

You'll never be stuck with the same old lame excuses that others have like: I don't know what to do, I can't afford a solution or I don't know what I don't know (that's my favorite). Instead, you'll have teams of the right people at the ready to mentor you, council with you and to share their knowledge and resources with you. My wife likes to say "you will have found your tribe"- the place you belong. The one you were born for!

And they will do more than just help you, they will inspire you, motivate you and sustain you. We're not talking about passive followers on Twitter or FaceBook! We're talking about empowered and engaged people that really identify and are committed to you.

You will be able to relax knowing that you have deep meaningful friendships that make your business a pleasure that you'll never tire of.

You see....

Success is all about sharing, it means developing systems that produce sustainable resources for you, the ones you love and the communities that you support. It's about leading; first yourself and then others. Most people fail at this miserably because they think they have to somehow do it all alone. In truth it's like the great Zig Ziglar says, "You can only get what you want, if you help enough people get what they want." You need to inspire others and be inspired by them to mutual greatness. This kind of leadership takes courage, character and the wise use of some tried and true principles in a unique and empowering new way.

I look forward to helping you reach out, stretch yourself and achieve the success that you deserve!

Always remember "Your success is our focus."

Marvin "Coach" Powell

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